

# WirtschaftsWoche





## WirtschaftsWoche – Understanding pays off



WirtschaftsWoche is the biggest and most trustworthy business magazine in Germany. It explains the world of business in its depth and shows the reader how to use this knowledge for his private assets and career. WirtschaftsWoche is a navigator and coach in one - it takes clear positions and provides the necessary background information.

The WirtschaftsWoche brand world also offers you the unique opportunity to address decision-maker target groups in a variety of ways: next to the magazine, the website and the app, the media brand also offers a wide range of special publications, direct mailings and events.

WirtschaftsWoche's close network of available media channels gives an insight into information and user behaviour of the business elite. This makes it an essential

component of your communications strategy with decision-makers.

WirtschaftsWoche readers belong to Germany's business elite. They are decisionmakers in SMEs, have an above average level of disposable income and a major influence on developments in their companies. They make investment decisions not only at work, but in their capacity as private consumers. Their role as opinion leaders and multipliers – both professionally and privately – makes them an indispensable premium target group

### Circulation (IVW II/2024):

Print Circulation	58,623
Distributed circulation	99,215
Paid circulation	86,973

### Coverage:






ma 2024/II	527,000
LAE 2024	266,000

### Media information:




[www.iqmedia.de/portfolio/wirtschaftswoche/](http://www.iqmedia.de/portfolio/wirtschaftswoche/)

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## Basic formats:

Size in page sections	Type area		Bleed		Rates b/w and 4c
	Width	Height	Width	Height	
 1/1	188	244	210	280	37,200 €
 2/3 vertical	124	244	134	280	27,200 €
 1/2 horizontal	188	120	210	138	22,200 €
 1/3 vertical	60	244	70	280	15,500 €
 1/3 horizontal	188	76	210	94	15,500 €

## Formats across the gutter:

Size in page sections	Type area		Bleed		Rates b/w and 4c
	Width	Height	Width	Height	
 2/1	400	244	420	280	74,200 €
 2 x 2/3 vertical	272	244	272	280	56,000 €
 2 x 1/2 horizontal	400	120	420	138	45,700 €

## Premium positions::

Size in page sections	Type area		Bleed		Rates b/w and 4c
	Width	Height	Width	Height	
 IFC + p.3	400	244	420	280	105,800 €
 IFC/OBC	188	244	210	280	45,200 €
 IBC	188	244	210	280	37,200 €
 Premium double p. <sup>2</sup>	400	244	420	280	91,600 €
 1 <sup>st</sup> double page	400	244	420	280	84,200 €
 1 <sup>st</sup> right hand page	188	244	210	280	43,900 €
 2 <sup>nd</sup> right hand page	188	244	210	280	42,000 €
 1/3 Editorial	60	244	70	280	17,200 €

1) For the 2nd cover page, the publisher reserves the right to cancel the reservation or to convert the booking to an alternative premium position if a cover gatefolder booking or an opening spread booking has been made.  
 2) After editorial, before content.

**Printing process:**  
Offset print

**Processing:**  
Saddle stitching.

**Booking, cancellation and copy deadline:**  
According to the schedule.  
Booking and cancellation deadlines are identical.

**Trim:**  
4 mm all around, vital details should be kept at least 10 mm from the untrimmed edge to avoid loss through trimming.

**Format specification:**  
Sizes listed in mm (width x height), bleed sizes in colour.  
Special formats on request.

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## Publication calendar 2025

Issue	Day	Publication date	Booking / copy deadline
1/2	FRI	03.01.25	11.12.24
3	FRI	10.01.25	17.12.24
4	FRI	17.01.25	27.12.24
5	FRI	24.01.25	08.01.25
6	FRI	31.01.25	15.01.25
7	FRI	07.02.25	22.01.25
8	FRI	14.02.25	29.01.25
9	FRI	21.02.25	05.02.25
10	FRI	28.02.25	12.02.25
11	FRI	07.03.25	18.02.25
12	FRI	14.03.25	25.02.25
13	FRI	21.03.25	05.03.25
14	FRI	28.03.25	12.03.25
15	FRI	04.04.25	19.03.25
16	FRI	11.04.25	26.03.25
17	THU	17.04.25	01.04.25
18	FRI	25.04.25	08.04.25
19	FRI	02.05.25	14.04.25
20	FRI	09.05.25	21.04.25
21	FRI	16.05.25	29.04.25
22	FRI	23.05.25	07.05.25
23	FRI	30.05.25	13.05.25
24	FRI	06.06.25	20.05.25
25	FRI	13.06.25	26.05.25
26	FRI	20.06.25	02.06.25

Special topics always up-to-date:  
[www.iqmedia.de/portfolio/wirtschaftswoche/](http://www.iqmedia.de/portfolio/wirtschaftswoche/)

Issue	Day	Publication date	Booking / copy deadline
27	FRI	27.06.25	10.06.25
28	FRI	04.07.25	17.06.25
29	FRI	11.07.25	25.06.25
30	FRI	18.07.25	02.07.25
31	FRI	25.07.25	09.07.25
32	FRI	01.08.25	16.07.25
33	FRI	08.08.25	23.07.25
34	FRI	15.08.25	29.07.25
35	FRI	22.08.25	06.08.25
36	FRI	29.08.25	13.08.25
37	FRI	05.09.25	20.08.25
38	FRI	12.09.25	27.08.25
39	FRI	19.09.25	03.09.25
40	FRI	26.09.25	10.09.25
41	THU	02.10.25	16.09.25
42	FRI	10.10.25	23.09.25
43	FRI	17.10.25	30.09.25
44	FRI	24.10.25	08.10.25
45	FRI	31.10.25	14.10.25
46	FRI	07.11.25	22.10.25
47	FRI	14.11.25	29.10.25
48	FRI	21.11.25	05.11.25
49	FRI	28.11.25	12.11.25
50	FRI	05.12.25	19.11.25
51	FRI	12.12.25	26.11.25
52	FRI	19.12.25	03.12.25
2	FRI	02.01.26	10.12.25

Special topics always up-to-date:  
[www.iqmedia.de/portfolio/wirtschaftswoche/](http://www.iqmedia.de/portfolio/wirtschaftswoche/)

Subject to editorial changes.

Rate card no. 72 effective January 1, 2025

# WirtschaftsWoche

## Loose inserts

Supplements are printed products loosely inserted in the magazine.

### Insert possibilities:

Full domestic circulation, domestic postal circulation or split circulation runs on request. Inserts in split circulation runs subject to publication date being moved by the publisher.

**Minimum circulation:** 10,000 copies.

### Formats:

Minimum Width 105 mm, Height 148 mm  
Maximum Width 190 mm, Height 260 mm

### Paper weight:

2-page insert min. 115 g/m<sup>2</sup>  
4-page insert min. 80 g/m<sup>2</sup>

### Technical conditions:

Supplements are inserted by machine and therefore have to meet special preconditions. For supplements consisting of several pages, the closed page has to be parallel to the back of the magazine. Accordion fold inserts with stapled or adhesive postcards cannot be processed. Inserts of the same advertiser in different designs in the same issue are only possible by special arrangements.

Supplements have to be rectangular. When printing inserts an additional 2% should be produced. The insert must not be thicker than 1 mm.

Adhesive postcards in supplements have to be on the inside pages of the supplement.

**Booking deadline:** 4 weeks prior to the publication date.

Supplements are not discountable.  
All formats in mm. All prices are gross prices.

## Bound-in inserts

The positioning of bound-in inserts is in the middle of the magazine – between two printed products, so that one part is in the front half and one part in the back part of the magazine.

**Insert possibilities:** Full circulation or split circulation upon request..

### Identification:

For legal reasons governing the press, bound-in inserts which are not easily recognised as advertising because of their design, have to be clearly labelled with the word “ANZEIGE” (advertisement) in 9 point semi-bold capitals.

### Technical requirements:

Bound inserts must be trimmed with 4 mm head trim, 4 mm foot trim and 3 mm side trim + 10mm backfold folded. Eight-page and multi-page bound inserts must be glued to the bundle.

To avoid bursting when producing 4-page products, please pay attention to the following: The direction of the paper should be at a 90° angle to the fold. Text and image elements should be positioned at least 4 mm above and below, and at least 10 mm laterally from the trimmed final format allowing for possible trimming tolerances.

**All formats in mm.** Other formats on request.

**Booking deadline:** 6 weeks prior to the publication date.

<sup>1)</sup> Head lay

Bound-in inserts are not discountable

Rates:	Full circulation	Subscription/
per 1,000	incl. e-paper	split circulation
copies		incl. e-paper
up to 25 g	132 €	135 €
up to 30 g	134 €	145 €
up to 35 g	140 €	153 €
up to 40 g	150 €	163 €
up to 50 g	157 €	172 €

Rates:	Full circulation	Subscription/
per 1,000	incl. e-paper	split circulation
copies		incl. e-paper
up to 25 g	168 €	205 €
up to 30 g	176 €	216 €
up to 35 g	186 €	227 €
up to 40 g	198 €	240 €
up to 50 g	205 €	251 €

Oversized inserts: per 1,000 copies		
	Full circulation	split circulation
up to 25 g	237 €	291 €
up to 30 g	244 €	299 €
up to 35 g	254 €	310 €
up to 40 g	265 €	322 €
up to 50 g	272 €	336 €

Further rates and paper weights upon request. Samples are required.

\*) For e-paper, only subscription circulation possible..

Bound-in inserts are print products that are firmly bound-in to the magazine.

Rates per 1,000 copies:	Subscription/	
	Full circulation	Full circulation
Volume	without e-paper	incl. e-paper
4 pages	199 €	158 €
8 pages	219 €	174 €
12 pages	238 €	198 €
16 pages	257 €	212 €
20 pages	275 €	229 €
24 pages	293 €	248 €

Formats:	Width	Height
Untrimmed	213/223*	288**
Final trim format	210	280

Minimum format:	Width	Height
	110/120	288

\* incl. 3 mm trim

\*\* incl. 4 mm heading and foot trim.

All formats in mm.

### Paper weight:

4 pages	Minimum 100 g/m <sup>2</sup>
8 pages	Maximum 70 g/m <sup>2</sup>

Further volumes upon request. Samples are required.

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## Glued inserts

**Glued inserts are:**

- a) Postcards or other rectangular, unfolded print products, empty sealed envelopes.
- b) sealed envelopes with contents, folded printed products.
- c) product samples and CD-ROM on request with examples

Other specifications possible with prior agreement.

**Insertion possibilities:**

Basic ad minimum 1/1 page format (acc. to the rate card) in full print run

**Positioning:**

The positioning of the ad and the position of the adhesive insert on the ad has to be agreed with the advertising department. The position of the glued insert can be within a frame of approx. 20–60 mm from the gutter and at least 20 mm away from the trimmed edges. Slight deviations of up to 10 mm\* in each direction and parallel differences of 5 degrees should be taken into account when designing the ad.

**Booking deadline:** 4 weeks prior to the publication date.

Glued inserts are stuck on to the basic ads (at least 1/1 page), so they can be easily removed and used.

**Rates:** per 1,000 copies

	Full circulation	Split circulation
Postcards	99 €	115 €
Product sample booklets, envelopes.	115 €	130 €

Other formats on request.

Formats:	Width	Height
Minimum	55	85
Maximum	170	210

All formats in mm.

**Technical requirements:**

Paper weight for postcards	150 g/m <sup>2</sup>
Maximum weight for filled envelopes	20 g/m <sup>2</sup>

Samples required

Please follow the guidelines of the BVDM (Federal Association of German Magazines).

Glued inserts are not discountable.

## General notes

**The basis for calculation** is the print circulation in line with the most recent IVW quarterly figures at the time of billing. Rates may be higher if the nature of the products complicates processing.

**Partner advertising:** Loose inserts / glued inserts / bound inserts used jointly by more than one advertiser may be booked by special arrangement.

**Disposal costs:** If glued inserts / loose inserts in returned copies have to be disposed of, the customer bears the additional costs of disposal on a case to case basis.

**Delivery volume:** To allow for circulation fluctuations, consult with the advertising dept. once again prior to production to ascertain the actual required volume of loose inserts / glued inserts / bound inserts.

**Liability:** The publisher is entitled to compensation for damage suffered due to non-adherence to the technical requirements. In the event of processing problems, finishing the print circulation will take priority.

**Queries regarding technical requirements:**

Services by Handelsblatt Media Group  
 Kirsten Tettenborn  
 Toulouser Allee 27  
 40211 Düsseldorf  
 Phone 0211 887 - 26 66  
 Email K.Tettenborn@handelsblattgroup.com

Product samples are to be delivered in compliance with the guidelines of the German Printing Federation (BVDM) (please request from the publisher).

**Postcards and four-page folded postcards** must not be stacked in layers higher than 20 cm. Envelopes, booklets and CD-ROMs are to be in stacked horizontally in the same direction without gaps and secured against movement using intermediate strips / panels.

**Delivery:** 10 working days prior to the publication date, 5 working days at latest – free at bookbinder on Europallets only.

**Packaging:** Products must be suitable for immediate mechanical processing without the need for any manual preparation work. Products that have become moist or stuck together cannot be processed. Pallets must weigh no more than 800 kg and must not exceed a height of 120 cm; they must be securely packaged for transport purposes and each pallet should contain only one type of product. Products must lie flat with aligned edges and identical layer heights. The layer height should be between 10 - 12 cm, and there should be no additional tie-ups, protective films or wraparounds. Cross-wise stacking should be avoided wherever possible. There must be a 2 mm-thick separating card between each layer. Delivery notes (3 times) must contain the following details: - Client, magazine, issue no., distribution, product name - No. of copies on the palet, no. of pallets - Sender and recipient A sample should be prominently attached to each packaging unit.

**Delivery address:**  
 Vogel Druck und Medienservice GmbH  
 Ansprechpartner: Herr Michael Schick  
 Leibnizstr. 5  
 97204 Höchberg

**Further information:** <https://www.vogel-druck.de/service/downloads/>

# WirtschaftsWoche

## Technical data

**Trim Allowance:** plus 4 mm all around for full-bleed ads  
**Printing Process:** Offset printing  
**File Format:** We prefer PDF/X-1a, PDF/X-3 files  
**Fonts / Lines:** Minimum line weight 0.3 pt  
 (Note: Acrobat and digital proofs display such lines thicker than actual)

**Bleed Format\*:**  
 2-page spread: 420 mm wide x 280 mm high  
 Full page: 210 mm wide x 280 mm high  
 Half-page horizontal: 210 mm wide x 138 mm high  
 Third-page vertical: 69 mm wide x 280 mm high

**Type Area Format\*:**  
 2-page spread: 396 mm wide x 236.5 mm high  
 Full page: 183 mm wide x 236.5 mm high  
 Half-page: 183 mm wide x 119 mm high  
 Third-page vertical: 57 mm wide x 236.5 mm high

**Color Profile:**  
**Cover:** ISOcoated\_v2\_300 (includes max. total ink coverage of 300%)  
**Content:** ISO Coated v2, Fogra 39

**Screen Frequency:**  
 Cover: 200 lpi (AM, elliptical dot)  
 Content: 175 lpi (AM, elliptical dot)

**Image Resolution:**  
 Color: min. 300 dpi  
 Grayscale: min. 300 dpi  
 Line art: min. 1200 dpi

**Paper Quality:**  
 Inner pages: 60 g/m<sup>2</sup> double-enhanced LWC  
 Cover: 150 g/m<sup>2</sup> glossy art paper

**Print Proofs:** One color-accurate proof required. The contact proof must be made 1:1 from the submitted file and include the Ugra/Fogra media wedge.

**Ad Upload:**  
 Please send by email to  
 wiwo@anzeigeneingang.de

**Postal address for print materials:**  
 Mediengruppe Main Post GmbH & Co. KG  
 Digital Prepress WiWo  
 Berner Straße 2  
 97084 Würzburg, Germany

**Contact:**  
 Peter Grieb  
 Phone: +49 931 6001 686  
 Email: wiwo@anzeigeneingang.de

## INTERNATIONAL REPRESENTATIVES

Please contact

### Sales International

Gerda Gavric-Hollender  
 Director Sales International Print  
 +49 211 887 2343  
 gerda.gavric-hollender@iqm.de

Darwin Santo  
 Director New Business International  
 +49 211 887 2371  
 darwin.santo@iqm.de

Bettina Goedert  
 Senior Sales Manager International  
 +49 211 887 1336  
 bettina.goedert@iqm.de

**Or our**  
 Worldwide network of international representatives  
 refer to: <https://iqmedia.de/contact>